

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Retail Access Optimization Initiative, 2011

)
)

Docket No. N2011-1

VALPAK DEALERS' ASSOCIATION, INC.
NOTICE OF INTERVENTION
(August 10, 2011)

Valpak Dealers' Association, Inc. (hereinafter "VPDA") hereby files its Notice of Intervention as a full participant in the above-captioned proceeding pursuant to Rule 20 of the Rules of Practice and Procedure, 39 CFR section 3001.20, and Commission Order No. 778.

VPDA is an association of approximately 190 franchisees of Valpak Direct Marketing Systems, Inc., which are heavy users of Standard Mail as well as other classes of mail.

Service of documents relating to this proceeding should be made on each of the following:

William J. Olson, Esquire
John S. Miles, Esquire
Jeremiah L. Morgan, Esquire
William J. Olson, P.C.
370 Maple Avenue West, Suite 4
Vienna, VA 22180-5615
Tel: (703) 356-5070
Fax: (703) 356-5085
E-mail: wjo@mindspring.com

John Haldi, Ph.D.
Haldi Associates, Inc.
488 Madison Avenue, Suite 1100
New York, NY 10022-5702
Tel: (212) 486-9494
Fax: (212) 486-0701
E-mail: jhaldi@aol.com

VPDA's members have an interest in the issues raised by the Postal Service's request and the procedures employed in its consideration and any advisory opinion issued by the Commission.

Respectfully submitted,

William J. Olson
John S. Miles
Jeremiah L. Morgan
WILLIAM J. OLSON, P.C.
370 Maple Avenue West, Suite 4
Vienna, Virginia 22180-5615
(703) 356-5070

Counsel for:
Valpak Dealers' Association, Inc.